



## NEWS RELEASE

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### **MAYOR RON RORDAM AND PRESIDENT CHARLES STEGER TO KICK OFF SUSTAINABILITY WEEK**

***Blacksburg, Virginia, September 12, 2011*** - A celebration ceremony to kick off Sustainability Week 2011, a collaboration of Sustainable Blacksburg, the Town of Blacksburg, and Virginia Tech will be held Friday, September 16, 2011 at 11:30 am at the Blacksburg Motor Company Building, 400 South Main Street.

"Blacksburg and Virginia Tech have pledged to continue our effort to create a community that lessens our energy use as we grow," said Mayor Ron Rordam. "Meeting in the Town's Blacksburg Motor Company, a LEED certified Platinum Building, is a testament to our commitment. This joint partnership with Virginia Tech is just one of many ways the University and the Town work together."

Speakers include Blacksburg Mayor Ron Rordam, Virginia Tech President Charles Steger, Bill Claus, Executive Director of Sustainable Blacksburg, and Gregg Lewis, Executive Director of *cafe*<sup>2</sup>: Community Alliance for Energy Efficiency. Afterwards, Mayor Rordam will sign a pledge to reduce his individual household energy use by 5%.

"We are very pleased to join with the Town of Blacksburg and these community groups in the Sustainability Week activities as this is a priority for Virginia Tech," said President Steger. "We are committed to making Virginia Tech more energy efficient and sustainable, and have been able to significantly reduce our energy consumption in recent years. It is important that we all work together to make this a sustainable community."

"The Town of Blacksburg and Virginia Tech continue to provide outstanding leadership in adopting and promoting sustainable practices. Our alliance - *cafe*<sup>2</sup> - will show individual members of this shared community what they can do to improve their homes' energy performance and achieve all of the benefits those improvements provide," said Gregg Lewis.

Sustainability Week is September 18-24, 2011. For more information visit [www.vt.edu/sustainability](http://www.vt.edu/sustainability).

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**For more information:**

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